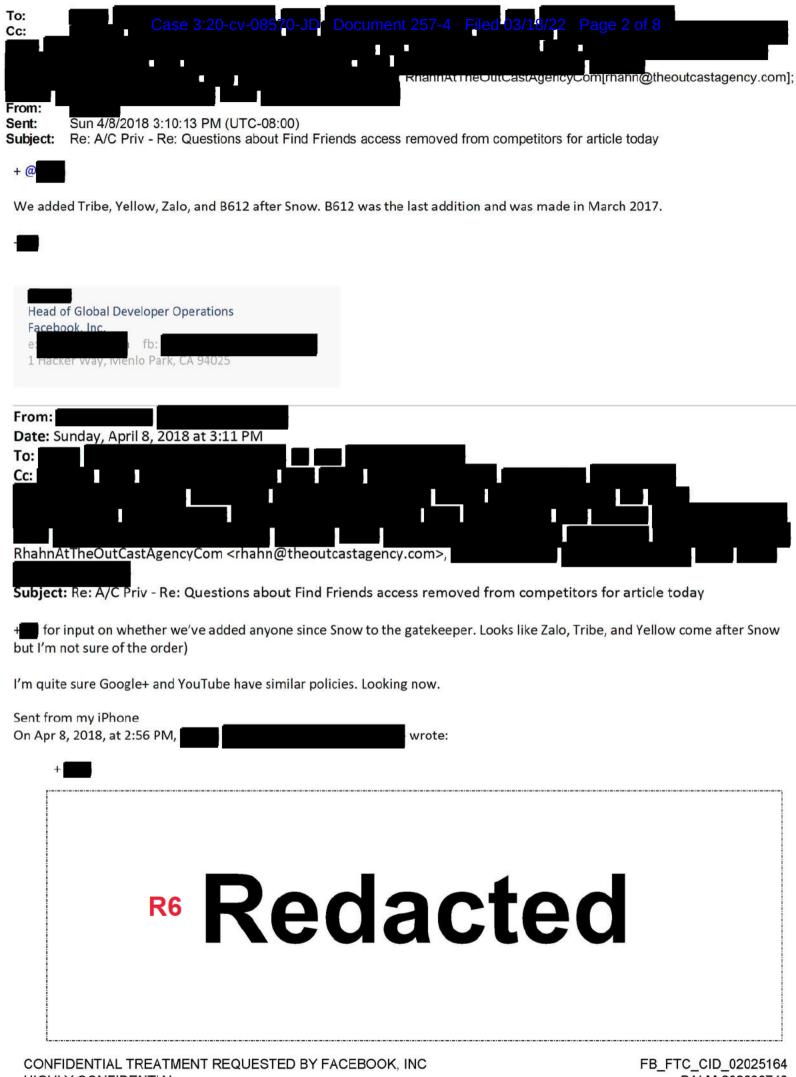
EXHIBIT E

(Filed Under Seal; Highlighting in Original)



Redacted



Subject: RE: A/C Priv - Re: Questions about Find Friends access removed from competitors for article today

The only thing I'd add on top of Panjak's message is that Javi and Justin have described the rationale for this policy as avoiding user confusion. Specifically, our principle is that all messaging apps and apps with a feed based interface are not allowed to use this API to avoid user confusion. To date, we have only applied the limitation to messaging apps and apps that have a feed based interface – and even there for administrative reasons we have only restricted apps with significant volumes of users and/or a high growth rate.



Subject: A/C Priv - Re: Questions about Find Friends access removed from competitors for article today

A/C Priv

Adding and and for institutional knowledge on how we've previously externally messaged the policy Josh/TC asks about below:

I'm working on a story to be published this evening about Facebook's history of removing Find Friends access from apps that replicate core functionality or don't share content back.

Case 3:20-cy-08570-JD Document 257-4 Filed 03/18/22 Page 4 of 8 Can you provide a list of apps that have had this happen? I know of Twitter, Vine, Voxer, MessageMe, Wonder, Phhhoto (cut off by Instagram), and Path (cut off for spamming uploaded phone contacts). WE WON'T COMMENT HERE

Does Facebook have a statement about why its policy states "You may not use Facebook Platform to promote, or to export user data to, a product or service that replicates a core Facebook product or service without our permission" (now listed as "Don't replicate core functionality that Facebook already provides." in the TOS)? How does Facebook respond to the criticism that if users want to share their friend list with another app and find their friends there, that Facebook blocking that is both anti-competitive and hurts users by reducing data portability? WHAT REASON AND/OR CRITERIA SHOULD WE CITE FOR WHY/HOW WE APPLY THIS POLICY? Here's what Justin said in the TC article in 2013: "For a much smaller number of apps that are using Facebook to either replicate our functionality or bootstrap their growth in a way that creates little value for people on Facebook, such as not providing users an easy way to share back to Facebook, we've had policies against this that we are further clarifying today (see I.10)."

– any thoughts here?



Cc: Rebecca Hahn < rhahn@theoutcastagency.com >

Subject: Re: Questions about Find Friends access removed from competitors for article today

Redacted Redacted

should chime in if I left out any context.



Date: Sunday, April 8, 2018 at 2:16 PM
To:

Cc: RhahnAtTheOutCastAgencyCom < rhahn@theoutcastagency.com >

Subject: Re: Questions about Find Friends access removed from competitors for article to days Yes that's the easy q The harder q is why we have this policy and what criteria we apply. Redacted R4 Redacted Date: Sunday, April 8, 2018 at 2:13 PM Cc: Rebecca Hahn < rhahn@theoutcastagency.com> Subject: Re: Questions about Find Friends access removed from competitors for article today R3 Redacted Get Outlook for iOS From: Sent: Sunday, April 8, 2018 2:07:32 PM Cc: RhahnAtTheOutCastAgencyCom Subject: Re: Questions about Find Friends access removed from competitors for article today Redacted Redacted



Cc: RhahnAtTheOutCastAgencyCom < rhahn@theoutcastagency.com

Subject: Re: Questions about Find Friends access removed from competitors for article today

Hello All,

We have historically restricted Messaging apps from having access to the users_friends (including app friends). Pankaj/Alison have more authority to speak to this policy, but we have been keeping it broad enough to allow us to restrict apps that replicate core Facebook (most mostly Messenger functionality).

A few of the apps that have been in this list: Twitter: 135811653099227, 2231777543

iTunes Ping: 146879158663523 Tweetdeck: 56212371378 Tellit: 358538967573629 YouTube: 87741124305

eBuddy: 2568656689, 127229817336080

Voxer: 108717019189000 TextPlus: 194671910604807 XMS: 137409049650615

MessageMe: 249820361808082 QQChat: 344134215672609 Band: 439691136064581 Line: 106149969545611 WeChat: 290293790992170 Snow: 654085398029607 Zalo: 198235073635027 Tribe: 1743579545897830

Yellow: 152071551534437, 478541172220486, 121523474607279, 163120830425401, 214976725587824,

381126551909069, 189446171109854, 420523694704108, 392431224194952, 353396508077924,

Also for completeness, a year or so ago, we had a debate about applying the same restrictions to apps like <u>Musical.ly</u>, Periscope, etc but we decided not to do so.

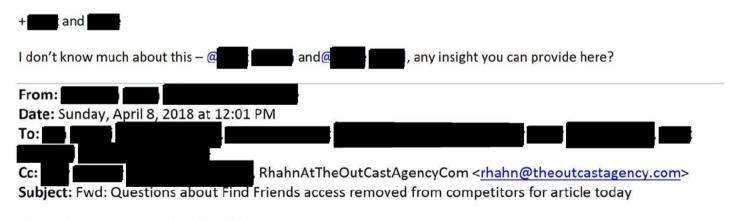
Best,



Cc: RhahnAtTheOutCastAgencyCom < rhahn@theoutcastagency.com >

Subject: Re: Questions about Find Friends access removed from competitors for article today





Who's the right person to handle this?

Begin forwarded message:

From: Josh Constine <joshc@techcrunch.com>
Date: April 8, 2018 at 11:53:38 AM PDT

To: Case 3:20-cv-08570-JD Document 257-4 Filed 03/18/22 Page 8 of 8 Subject: Questions about Find Friends access removed from competitors for article today

Hello,

I'm working on a story to be published this evening about Facebook's history of removing Find Friends access from apps that replicate core functionality or don't share content back.

Can you provide a list of apps that have had this happen? I know of Twitter, Vine, Voxer, MessageMe, Wonder, Phhhoto (cut off by Instagram), and Path (cut off for spamming uploaded phone contacts).

Does Facebook have a statement about why its policy states "You may not use Facebook Platform to promote, or to export user data to, a product or service that replicates a core Facebook product or service without our permission" (now listed as "Don't replicate core functionality that Facebook already provides." in the TOS)? How does Facebook respond to the criticism that if users want to share their friend list with another app and find their friends there, that Facebook blocking that is both anticompetitive and hurts users by reducing data portability?

What is Facebook's explanation for not allowing the Download Your Information export of friends' email addresses that are visible to a user on those friends' profiles?

Thanks,

Josh Constine
Editor-At-Large, TechCrunch
(585)750-5674
http://www.twitter.com/JoshConstine
joshc@techcrunch.com